

What is claimed is:

1. An apparatus for computing a preferred set of prices for a plurality of products, comprising:

an econometric engine for modeling sales as a function of price to  
5 create a sales model;

a financial model engine for modeling costs to create a cost model; and

an optimization engine coupled to the econometric engine and  
financial model engine to receive input from the econometric engine and  
financial model engine, wherein the optimization engine generates the  
10 preferred set of prices.

2. The apparatus, as recited in claim 1, wherein the optimization engine  
comprises:

a rule tool, which stores a plurality of rule parameters; and  
15 a price calculator connected to the rule tool, the financial model  
engine, and the econometric engine, wherein the price calculator determines  
the preferred set of prices based on rule parameters, the sales model, and the  
cost model.

20 3. The apparatus, as recited in claim 2, further comprising a support tool  
connected to the optimization engine wherein the support tool receives the  
preferred set of prices from the optimization engine and provides a user  
interface to a client, wherein the user interface provides the preferred set of  
prices to the client.

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creating a cost model; and

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